

EC'd Yes Last Received: 09/25/2012 1:55 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 215
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //215
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 106,550
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A	WAVY NEWS Buyline Comment: WAVY NEWS	:30	\$700.00	09/26-09/28	3	1	3	\$2,100.00	
	2	M-TU	6A-7A	WAVY NEWS Buyline Comment: WAVY NEWS	:30	\$1,500.00	10/01-10/02	2	1	2	\$3,000.00	
	3	M-TU	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$1,500.00	10/01-10/02	2	1	2	\$3,000.00	
	4	W-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$700.00	09/26-09/28	3	1	3	\$2,100.00	
	5	M-TU	9A-10A	TODAY SHOW 2 Buyline Comment: TODAY SHOW 2	:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
	6	W-F	9A-10A	TODAY SHOW 2 Buyline Comment: TODAY SHOW 2	:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
	7	M-TU	10A-11A	TODAY SHOW 3 Buyline Comment: TODAY SHOW 3	:30	\$400.00	10/01-10/02	2	1	2	\$800.00	
	8	W-F	10A-11A	TODAY SHOW 3 Buyline Comment: TODAY SHOW 3	:30	\$250.00	09/26-09/28	3	1	3	\$750.00	

Rep Order# 6856187 Ver# 1 Status New

Traffic Order#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-TU	12P-1P	WAVY NEWS AT NOON	:30	\$300.00	10/01-10/02	2	1	2	\$600.00	
	10	W-F	12P-1P	WAVY NEWS AT NOON	:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
	11	M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
	12	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
	13	W-F	4P-5P	ANDERSON COOPER	:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
	14	M-TU	4P-5P	ANDERSON COOPER	:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
	15	M-TU	5P-530P	5P NEWS	:30	\$1,500.00	10/01-10/02	2	1	2	\$3,000.00	
	16	W-F	5P-530P	5P NEWS	:30	\$700.00	09/26-09/28	3	1	3	\$2,100.00	
	17	W-F	530P-6P	530P NEWS	:30	\$700.00	09/26-09/28	3	1	3	\$2,100.00	
	18	M-TU	530P-6P	530P NEWS	:30	\$1,500.00	10/01-10/02	2	1	2	\$3,000.00	
	19	W-F	6P-603P	6P NEWS	:30	\$800.00	09/26-09/28	3	1	3	\$2,400.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	M-TU	5A-6A	News Buyline Comment: NEWS	:30	\$500.00	10/01-10/02	4	1	4	\$2,000.00	
	32	W-F	5A-6A	News Buyline Comment: NEWS	:30	\$300.00	09/26-09/28	6	1	6	\$1,800.00	
	33	TU	10P-11P	Parent Hood Buyline Comment: PARENTHOOD	:30	\$1,100.00	10/02-10/02	1	1	1	\$1,100.00	
	34	TH	9P-930P	The Office Buyline Comment: THE OFFICE	:30	\$1,100.00	09/27-09/27	1	1	1	\$1,100.00	
	35	F	10P-11P	Date Line Buyline Comment: DATELINE	:30	\$900.00	09/28-09/28	2	1	2	\$1,800.00	
	36	SA	6A-7A	6A News Buyline Comment: 6A NEWS	:30	\$200.00	09/29-09/29	2	1	2	\$400.00	
	37	SA	7A-8A	Wavy Sat Buyline Comment: WAVY SAT MRN	:30	\$400.00	09/29-09/29	2	1	2	\$800.00	
	38	SA	8A-10A	Saturday Today Buyline Comment: SATURDAY TODAY	:30	\$500.00	09/29-09/29	2	1	2	\$1,000.00	
	39	SA	6P-630P	News Buyline Comment: NEWS	:30	\$500.00	09/29-09/29	2	1	2	\$1,000.00	
	40	SA	11P-1130P	Late News Buyline Comment: LATE NEWS	:30	\$800.00	09/29-09/29	2	1	2	\$1,600.00	
	41	SA	1130P-1A	Sat Nite Live Buyline Comment: SAT NITE LIVE	:30	\$600.00	09/29-09/29	2	1	2	\$1,200.00	

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Product MITT ROMNEY BEVERLY, MA 02494 Salesperson () ANJIE BRADY
Estimate# 215 Agency C/P1/P2/E //215 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KINCAID Flight Dates 09/26/2012 - 10/02/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	SU	6A-7A	NEWS	:30	\$400.00	09/30-09/30	2	1	2	\$800.00	
			Buyline Comment: NEWS									
	43	SU	7A-8A	NEWS	:30	\$800.00	09/30-09/30	2	1	2	\$1,600.00	
			Buyline Comment: NEWS									
	44	SU	8A-9A	NEWS	:30	\$1,200.00	09/30-09/30	2	1	2	\$2,400.00	
			Buyline Comment: SUNDAY TODAY									
	45	SU	9A-10A	MEET THE PRESS	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
			Buyline Comment: MEET THE PRESS									
	46	SU	6P-7P	WAVY NW10 SUN1	:30	\$500.00	09/30-09/30	2	1	2	\$1,000.00	
			Buyline Comment: WAVY NW10 SUN1									
	47	SU	7P-11P	FOOTBALL NIGHT IN AMERICA	:30	\$1,200.00	09/30-09/30	2	1	2	\$2,400.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	48	SU	815P-1130P	FOOTBALL	:30	\$6,000.00	09/30-09/30	3	1	3	\$18,000.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	49	SU	11P-1130P	NEWS	:30	\$1,800.00	09/30-09/30	2	1	2	\$3,600.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---
Report Totals: 123 / \$106,550.00

---SALES MONTHLY TOTALS---
Sep 12: 84 / \$67,650.00 Oct 12: 39 / \$38,900.00

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Sales Totals: 123 / \$106,550.00
Station Totals: 123 / \$106,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$343,710	CATV 0%	WAVY 31%	WGNT 0%	WPXV 0%	WTKR 29%
		WTVZ 0%	WVBT 15%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE